CTRUH

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Brand **Guidelines**

Ctruh Technologies Pvt. Ltd.

2026

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About Us

Ctruh is the **infrastructure layer for the immersive web.** For years, 3D required Unity, Unreal, expensive hardware, and end-user downloads, keeping it out of reach for most businesses. We've built the missing layer: a proprietary browser-native 3D engine at the core, paired with VersaAI to convert text, images, and video into production-ready 3D. This enables brands and businesses to design, manage and deploy interactive 3D experiences without complex technical barriers.

Mission & Vision

Make 3D & XR accessible, scalable, and affordable for every brand, business, and platform.

Become the 3D infrastructure layer that powers the immersive internet for every brand, business, and platform.

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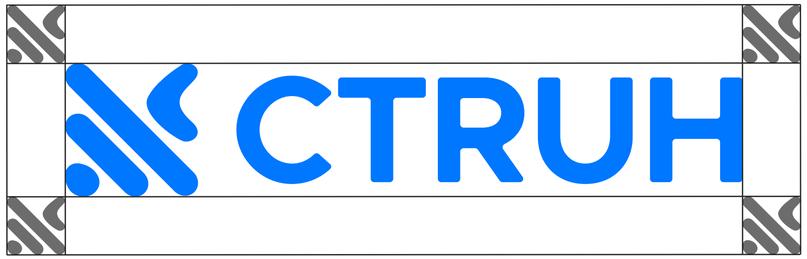
Logo Lockups

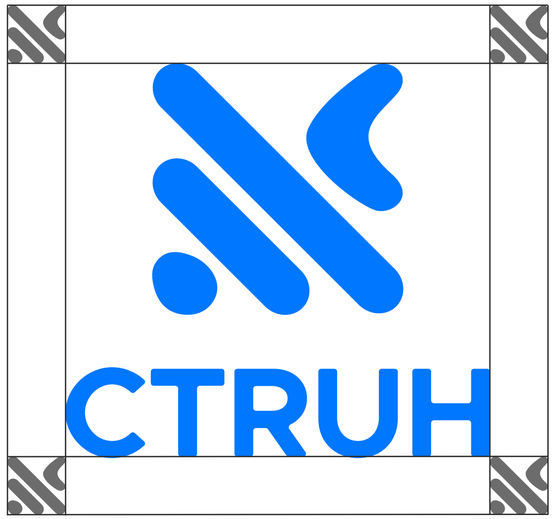
Vertical : Primary brand usage
Horizontal : UI, headers, and wide layouts
Use appropriate lockup based on space and layout requirements.



Clearspace = Height of the Icon/2

Clear Space

Maintain clear space equal to half the icon's height around the logo.
This ensures visibility, balance, and preventsvisual clutter.



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Logo Variants

White : Dark backgrounds
Black : Light backgrounds
Blue : Neutral/light use
Gradient : Premium/digital usage

Use variants to maintain contrast and visual consistency.

Primary Logo

Secondary Logo

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Icon Usage

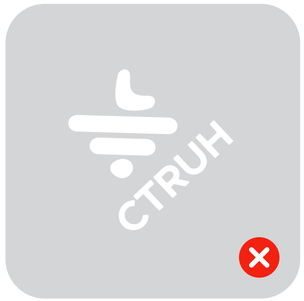
The icon represents accessibility and ease of creating immersive 3D experiences.

It can be used independently in compact spaces such as apps, favicons, or UI elements.

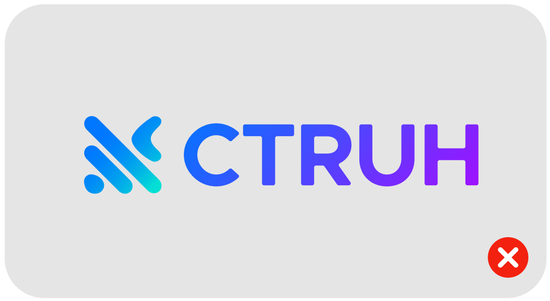
Icon Variants

Available in white, black, blue, and gradient.

Ensures adaptability across light and darkinterfaces while maintaining brand recognition.

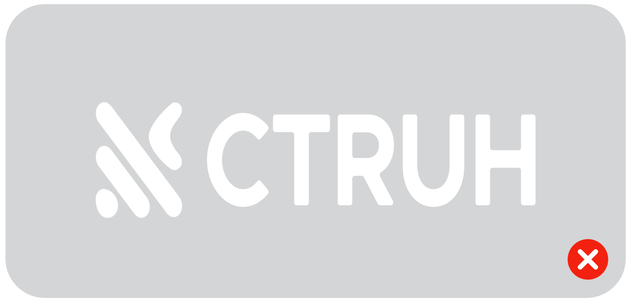


Don't distort the logo in any way

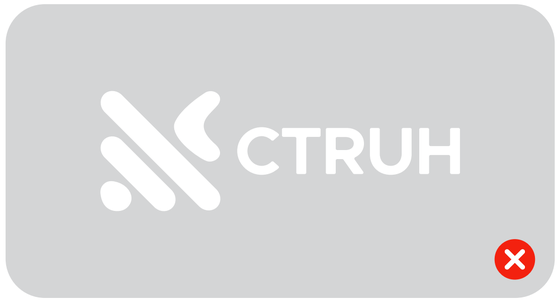


Don't alter the colours of the logo

Don't alter the colours of the logo



Don't alter the relationship between the elements



Don't rotate or use the logo at an angle

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CTRUH

Our Products

5 Powerful products. ***1 Unified ecosystem.***
Built to empower creators, businesses, and communities.

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Metropolis

Font Preview

AA BB CC DD EE FF GG EE FF GG HH II JJ KK LL
mm nn oo pp qq rr ss tt uu vv ww xx yy zz
1234567890!@#$%^&*)(_+<>:”,.\|

Aa

Metropolis
Metropolis
Metropolis
Metropolis
Metropolis

H1	**Metropolis Bold** 48-56 px Used for main headings	**Build immersive experiences**
H2	**Metropolis SemiBold** 24-32 px Used for subheadings	**AI-powered XR platform**
Body	Metropolis Regular 14-16 px Used for paragraphs and UI text	Create and publish 3D content easily.

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Degular

Font Preview

AA BB CC DD EE FF GG EE FF GG HH II JJ KK LL
mm nn oo pp qq rr ss tt uu vv ww xx yy zz
1234567890!@#$%^&*)(_+<>:”,.\|

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H1	**Degulars Bold** 48-56 px Used for main headings	**Build immersive experiences**
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Color Palette

The Ctruh color palette is built to represent technology, clarity, and trust.

A minimal set of colors ensures strong brand recognition and a clean visual experience across all platforms.

Maintain balance and avoid overuse of colors.

#0077FF (Core brand color)

Primary Blue

CTAs, highlights, key elements

#001B99 (Depth & reliability)

Deep Blue

Backgrounds, sections, emphasis

#FFFFFF (Clarity & space)

White

Backgrounds, spacing, readability

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CTRUH

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Designation

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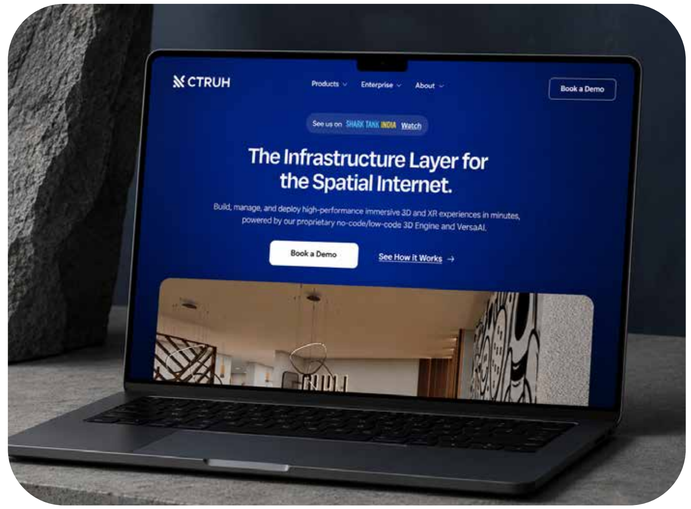

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THANK YOU

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